

ABSTRACT OF THE DISCLOSURE

5 A method and system are provided for customizing the presentation of Web site
data in a client-server network. A plurality of device characteristics and customized
reformatting information are stored in a storage device coupled to the client-server
network. The customized reformatting information includes parameters used for
displaying Web pages according to a user's preferences. A server coupled to the client-
server network receives a request from the requesting device. The request includes
header information and a Universal Resource Locator (URL). The header information is
queried to determine a device signature of the requesting device. The determined device
signature is compared with the stored device characteristics to identify characteristics of
the requesting device and the customized reformatting parameters. Web site data
represented by the URL is retrieved and reformatted according to the customized
reformatting parameters. The reformatted Web site data is transmitted to the requesting
device for display.

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